

Assessment of efficiency of realization of paternalistic policy of industrial enterprises development

Bagautdinova N., Sarkin A., Averyanov B., Novenkova A., Arzhantseva N.
Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

The article describes the methodology of adapting of M. Porter's model of influence of five market forces to the conditions of new paternalistic economy considering the priority impact of procedures of the state stimulation and administration of activity of the industrial enterprises. The model is applied to the processes of diagnosing of the current state and perspectives of future development, as well as planning, organization and regulation of processes of the economic entity of the industrial sphere within formation of strategy of its constant growth. In the article the system of indicators of the assessment of productivity and efficiency of activity of the industrial enterprise (association) in the conditions of new paternalistic economy is created. It is structured in terms of elements of the system of balanced indicators and includes the corresponding complexes of private and group indicators.

<http://dx.doi.org/10.5901/mjss.2014.v5n12p9>

Keywords

Indicators of productivity and efficiency of activity of the industrial enterprise, M. porter's model of influence of five market forces, Paternalistic state, Paternalistic strategy of development of the industry, State regulation of economy, System of the balanced indicators